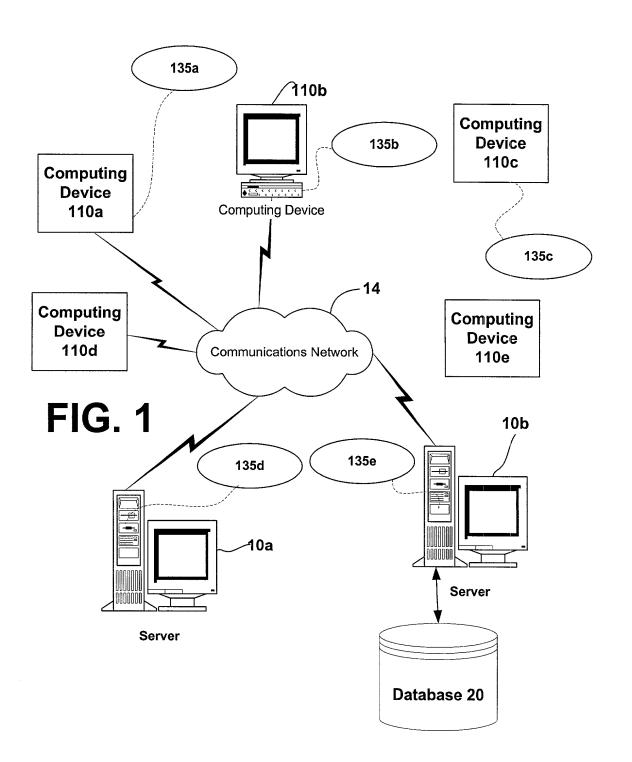
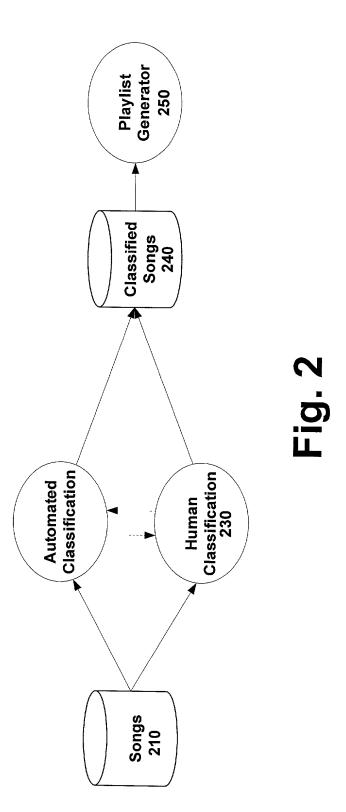
Filing Date: July 6, 2001 Serial No: Not yet assigned

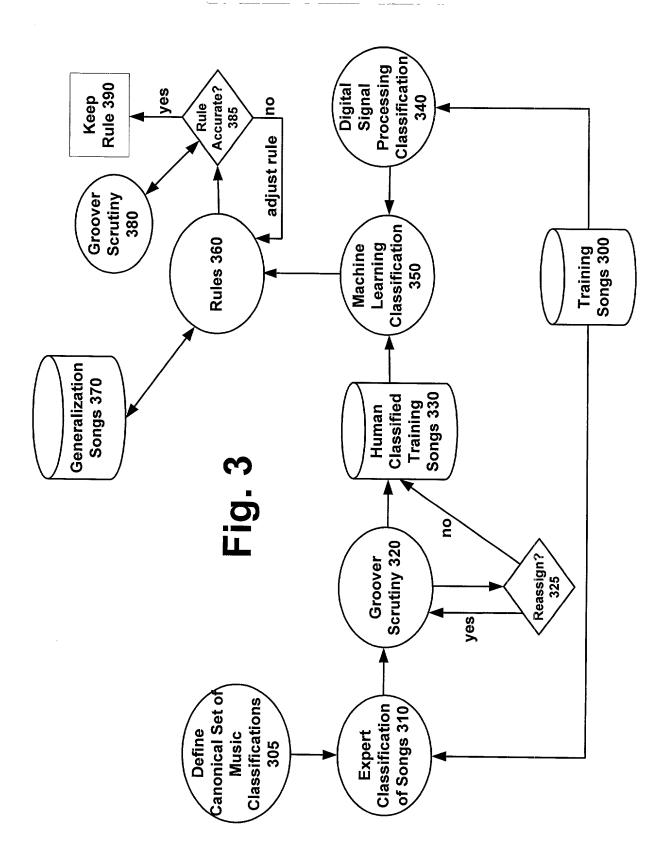
Title: System and Methods for the Automatic Transmission of New, High Affinity Media Page 1 of 11



Docket No.: MSFT-0577/167503.2
Inventors: R. Kaiser, M. Carreno, E. Bassman Filing Date: July 6, 2001
Serial No · Not yet assigned
Title: System and Methods for the Automatic Transmussion of New, High Affinity Media
Page 2 of 11



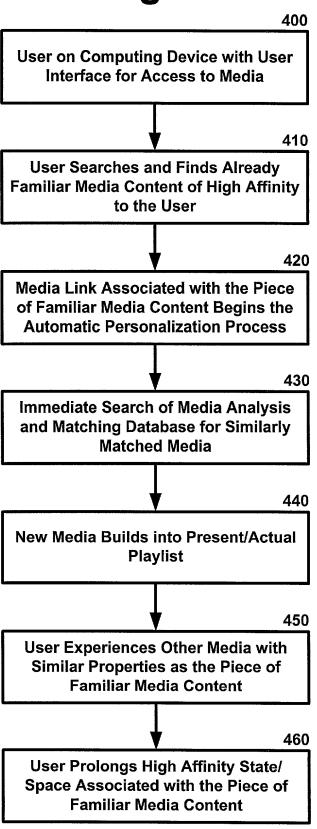
Docket No.: MSFT-0577/167503.2 Inventors: R. Kaiser, M. Carreno, E. Bassman Filing Date: July 6, 2001 Serial No.: Not yet assigned Title: System and Methods for the Automatic Transmission of New, High Affinity Media Page 3 of 11



Filing Date: July 6, 2001 Serial No.: Not yet assigned

Title: System and Methods for the Automatic Transmission of New, High Affinity Media Page 4 of 11

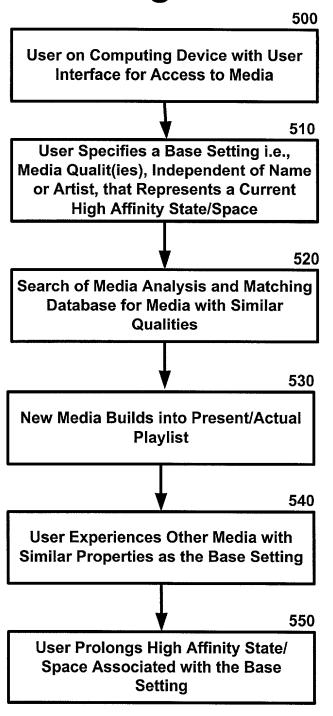
Fig. 4



Filing Date: July 6, 2001 Serial No.: Not yet assigned

Title: System and Methods for the Automatic Transmission of New, High Affinity Media Page 5 of 11

## Fig. 5



Filing Date: July 6, 2001 Serial No.: Not yet assigned Title: System and Methods for the Automatic Transmission of New, High Affinity Media Page 6 of 11 600 **User on Computing Device with** User Interface for Access to Media 610 **User Specifies any Base Setting** which may include Name or Artist that Represents a Current High **Affinity State/Space** 620 User Adds this Base Setting to a Media 'Channel' Created/Built at a **Network Location** 630 'Channel' Holds and Organizes **Cross-Level Entities** 640 User Specifies Frequency for (an Inclination toward) entities that User Prefers or does not Prefer 650 Link Associated with 'Channel', when invoked, Starts the **Automatic Personalization Process** 660 Immediate Search of Song **Analysis and Matching Database** for Songs with Similar

Psychoacoustic qualities

Docket No.: MSFT-0577/167503.2 Inventors: R. Kaiser, M. Carreno, E. Bassman

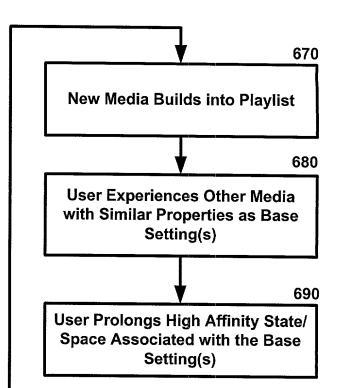
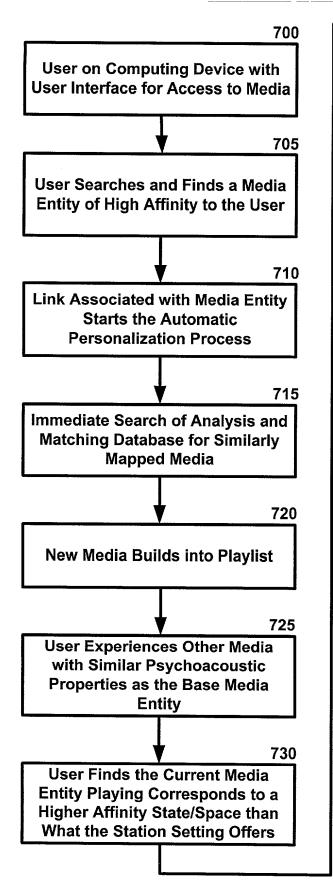


Fig. 6

Filing Date: July 6, 2001 Serial No.: Not yet assigned

Title: System and Methods for the Automatic Transmission of New, High Affinity Media Page 7 of 11



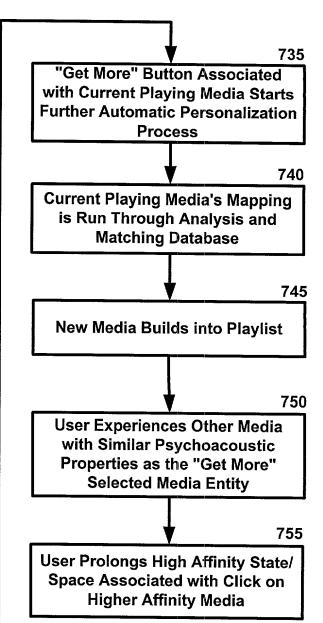
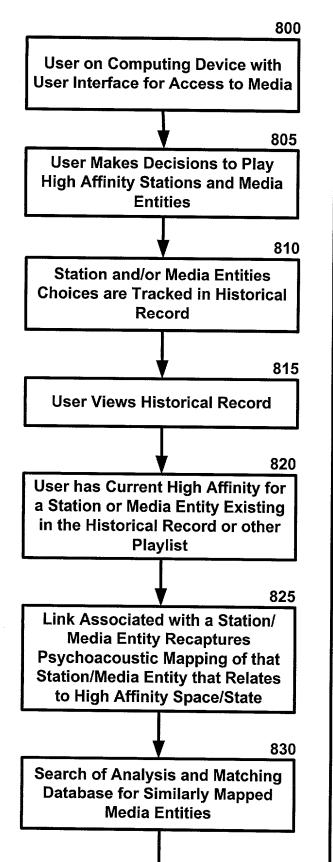


Fig. 7

Filing Date: July 6, 2001 Serial No.: Not yet assigned

Title: System and Methods for the Automatic Transmission of New, High Affinity Media Page 8 of 11



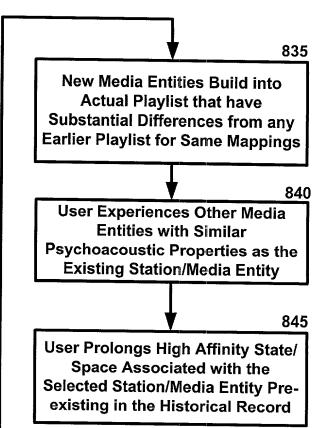
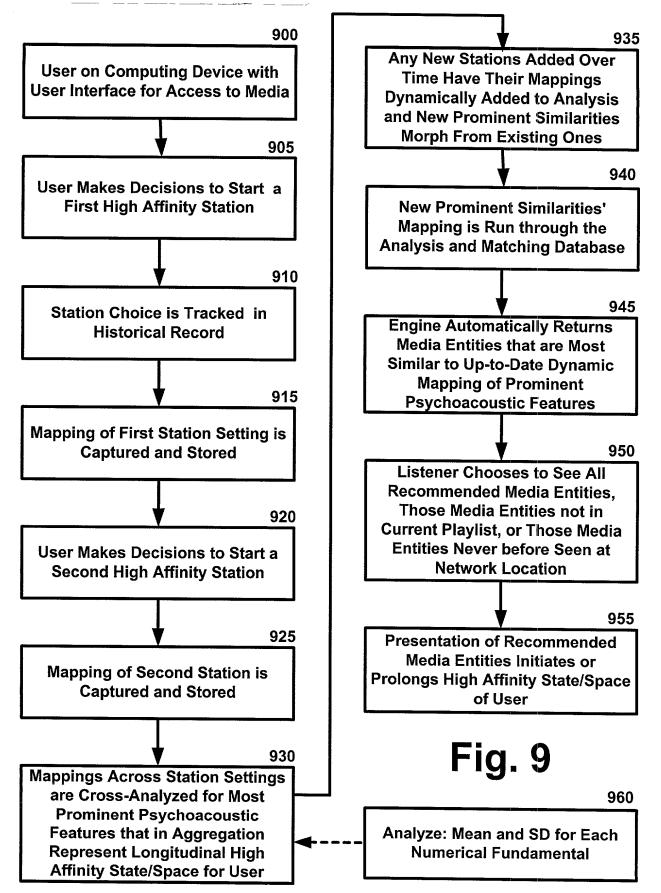


Fig. 8

Docket No.: MSFT-0577/167503.2 Inventors: R. Kaiser, M. Carreno, E. Bassman Filing Date: July 6, 2001 Serial No.: Not yet assigned

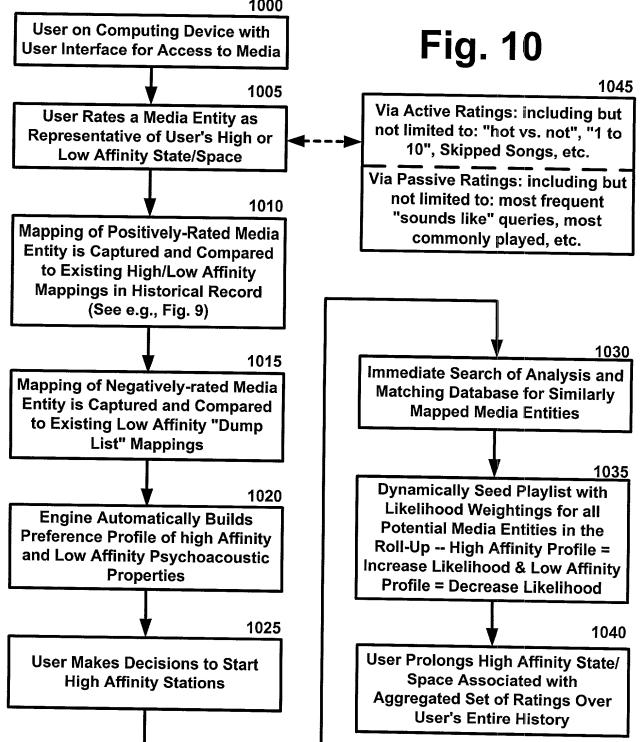
Title: System and Methods for the Automatic Transmission of New, High Affinity Media

Page 9 of 11



Docket No.: MSFT-0577/167503.2
Inventors: R. Kaiser, M. Carreno, E. Bassman Filing Date: July 6, 2001
Serial No.: Not yet assigned
Title: System and Methods for the Automatic Transmission of New, High Affinity Media
Page 10 of 11

1000



Current Playlist, or Those Media Entities Never Before Seen At Site

Presentation of Newly
Recommended Media Entities That
Follow a Specific Rating Choice
Prolongs High Affinity State/Space
of User

1130

Docket No.: MSFT-0577/167503.2 Inventors: R. Kaiser, M. Carreno, E. Bassman Filing Date: July 6, 2001 Serial No.: Not yet assigned Title: System and Methods for the Automatic Transmission of New, High Affinity Media Page 11 of 11 1100 **User on Computing Device with** User Interface for Access to Media 1135 1105 Via Active Ratings: including but User Makes Decision to rate a Media Entity as Representative of not limited to: "hot vs. not". "1 to 10", Skipped Songs, etc. the User's High or Low Affinity State/Space 1110 Mapping of Positively-Rated Song is Captured and Compared to **Existing High Affinity Mappings in** Historical Record (See, e.g., Fig. 9) 1115 Fig. 11 **Prominent Distinctions in Psychoacoustic Properties Between Rated Media Entity and Historical Record are Extracted** 1120 **Engine Automatically Returns Media Entities that are Most** Similar to Updated Dynamic **Mapping of Distinct Psychoacoustic Features** 1125 **User Chooses to See All** Recommended Media Entities. **Those Media Entities Not in**